



RESIDENTIAL	
RURAL	1 FAMILY PER 5 GROSS ACRES
ESTATE	1 SINGLE FAMILY
SUBURBAN	2-3
URBAN	4-6
MEDIUM DENSITY	7-11
HIGH DENSITY	12-20
TOURIST-RESIDENTIAL	MULTI-FAMILY

COMMERCIAL	
RETAIL	NEIGHBORHOOD
THOROUGHFARE	COMMUNITY
BEACH	
GENERAL	
PROFESSIONAL-ADMINISTRATIVE	

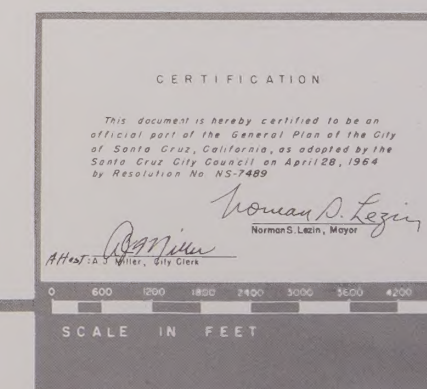
INDUSTRIAL	
RESEARCH	
RESTRICTED	
LIMITED GENERAL	

PUBLIC & SEMI-PUBLIC	
PARK, PARKWAY or OPEN SPACE	
DISTRICT PARK	
PUBLIC USES	
SEMI-PUBLIC USES	

SYMBOLS	
CIVIC CENTER	HISTORICAL CENTER
COUNTY CENTER	HELIPORT
REGIONAL HOSPITAL	LOCAL HOSPITAL
SEWAGE PLANT	AREAS FOR FURTHER STUDY
PARKING	

SCHOOLS	
EXISTING	PROPOSED
ELEMENTARY	
JUNIOR HIGH	
HIGH	

EXISTING PROPOSED	
SCENIC DRIVE	
THOROUGHFARE	
FREEWAY or EXPRESSWAY	
INTERCHANGE	PROPOSED OR REDESIGNED



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WILLIAMS AND MOCINE : CITY AND REGIONAL PLANNING
SAN FRANCISCO, CALIFORNIA

The General Plan is designed to accommodate and guide the future development of the City of Santa Cruz through the year 1990, when it is estimated that the City will have a population of 125,000 to 140,000 persons—5 times the present number. The plan consists of a series of proposals and recommendations for community development based upon principles and objectives established by a Santa Cruz Citizens' Committee after many hours of study and effort.

OBJECTIVES OF THE PLAN

These objectives underlie the Santa Cruz General Plan:

- To preserve and enhance the beauty of Santa Cruz's natural setting through:*
 - Establishing a quality of urban development worthy of the natural environment.
 - Preservation of the historic sites and monuments of the City's rich heritage.
 - Providing for optimum development of the City's valuable recreational resources including the beach, the shoreline, the canyons, and the mountains.
- Achieve a high standard of residential development by:*
 - Utilizing the most modern development techniques in the building of new neighborhoods.

- Conserving the best residential neighborhoods and correcting deficiencies in the poorest.
 - Encouraging development of a wide range of housing choice in cost, design and population density.
 - Providing adequate and well located public facilities, including schools, parks, playgrounds and neighborhood shopping facilities.
- To strengthen and broaden the economic base through:*
 - Improvement of the Central Business District.
 - Providing for the harmonious integration of the University of California within the City as a whole.
 - Providing well located sites for appropriate industrial development.
 - Improving public and private facilities for conventions, tourists and seasonal residents.
 - Improve traffic flow and circulation by:*
 - Providing an adequate, safe and convenient network of streets within the City.
 - Providing good freeway connections to other metropolitan regions.
 - Encouraging adequate public transit in all parts of the City—particularly between the University and downtown Santa Cruz.
 - Achieve an optimum setting for the University of California by encouraging:*
 - The City and the University to interact to their mutual benefit in terms of the economic, cultural and social development of both institutions.
 - Programs concerned with the happiness and welfare of the students and the staff, and the prestige of the University.

IMPORTANT PROPOSALS IN THE PLAN

The following are the major considerations, proposals and recommendations of the plan.

- For Santa Cruz as a whole:*
 - The Plan provides for an orderly expansion of Santa Cruz into its natural planning area.
 - The Plan provides for all important urban uses and functions, including the Downtown area, the University, residential and industrial development and regional recreation.
- For Downtown Santa Cruz:*
 - Downtown Santa Cruz is planned to continue as the regional center for shopping, service, culture, and recreation. Expansion, improvement, and beautification of the downtown area is proposed, together with better access and parking. Neighborhood and community shopping centers throughout the present and future community are planned to complement, but not displace, Downtown.
- For Industrial Development:*
 - Santa Cruz will attract new and desirable industry following the establishment of the University and the resulting growth in population.
 - Approximately 1,000 acres are reserved for industry in four locations: north of the City center; west along Highway 1; east of the Campus Center; and in the Live Oak area.
 - All new industry will be modern, clean and capable of meeting rigid performance standards.
- For Public Facilities:*
 - Locations for future parks, schools, police and fire stations, and the like should be planned as an integral part of new neighborhoods.
 - Sites for new public facilities should be acquired well in advance of need.

- Complementary public facilities such as schools and parks should be planned together so as to avoid duplication of service and permit multiple use of facilities.
- For Regional and Internal Circulation:*
 - New and improved traffic routes must be provided to accommodate Santa Cruz's expanding role as a population and regional trade center.
 - A network of thoroughfares is planned to connect the University campus and its related community with the entire Santa Cruz area.
 - A parkway loop, free from conflict with local streets and traffic, is included to provide direct access from the freeway system to the Downtown District and the Beach.
 - A loop around the expanded Downtown District is provided to distribute traffic safely and quickly to the various parts of the district and its parking facilities.
 - For the University of California:*
 - The University will greatly increase the growth rate of the City—at least 100,000 new residents will be brought to the community over the next 15 to 20 years.
 - The University and surrounding neighborhoods are planned as an integral part of Santa Cruz. The plan provides for good transportation links with the City, development of commerce and industry in the University community, and a high quality of public facilities in the surrounding neighborhoods.
 - For Tourist, Convention and Recreation Activity:*
 - Due to construction of the freeway net, development of new hotels, motels, and convention facilities, and establishment of the University of California, Santa Cruz will have an opportunity to strengthen itself as a tourist, convention, and recreation center.
 - Enhancement of the beach area and development of additional boat berthing and launching facilities are proposed, along with the creation of new large parks and recreation areas.

CARRYING OUT THE PLAN

The following steps are essential if the Santa Cruz General Plan is to be put to use effectively:

- On the basis of the proposals of the Plan:*
 - Existing codes, ordinances and policies must be updated and revised.
 - A capital improvement program should be prepared and adopted.
 - The City of Santa Cruz should annex sections of the planning area prior to urbanization.
 - Rehabilitation and replacement are necessary to upgrade deteriorated sections of the City.
- A continuing planning program to provide detailed study in these areas:*
 - Neighborhood plans, including the Central District and Beach area.
 - Civic Center, hospital, park and school locations.
 - Traffic and thoroughfare analysis.
 - Residential, commercial and industrial land uses.
- Cooperative effort:*
 - Coordination of the planning activities of all levels of government and the University of California.
 - Uniform codes and policies to insure smooth integration of City with County.
 - Coordinated City and County Capital Improvement Programs which will raise the standards of public facilities throughout the Santa Cruz region.
 - Public participation in the continuing planning program.